

**UNITED STATES DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE  
PATENT EXAMINATION BRANCH**

In re the Application of:	)	
K. KLARFELD et al.	)	Examiner: Brown, Rueben M.
	)	
Serial No.: 09/963,335	)	Art Unit: 2424
	)	
Filed: September 24, 2001	)	Confirmation No.: 2141
	)	
For: SYSTEM AND METHOD FOR	)	Response to Final Office Action
PERSONALIZED TV	)	dated January 22, 2009

**REPLY TO THE FINAL OFFICE ACTION DATED JANUARY 22, 2009**

MS RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Applicant hereby replies to the Final Office Action of January 22, 2009, in the above-referenced patent application. Attached hereto are the following additional documents, if any: Request for Continued Examination, Information Disclosure Statement Transmittal and two (2) PTO Form SB08s. Reexamination and allowance of all claims is respectfully requested in view of the following amendments and remarks. No new matter has been added. If necessary, the Commissioner is hereby authorized in this reply to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any additional fees required under 37 C.F.R. §§1.16 or 1.17, particularly extension of time fees.

**Amendments to the Claims** are reflected in the listing of claims that begin on page 2 of this paper.

**Remarks** begin on page 7 of this paper.